



NATIONAL TRAILS IN ENGLAND BUSINESS TOOLKIT

SPRING 2021 | VERSION 1.0

NATIONAL TRAILS



NATIONAL TRAILS IN ENGLAND

BUSINESS TOOLKIT

SPRING 2021
VERSION 1.0

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ABOUT THE TOOLKIT

ABOUT THE TOOLKIT

WHY YOU SHOULD USE THE NATIONAL TRAILS TOOLKIT

Welcome to the National Trails in England marketing Toolkit, a free online resource for all businesses based on or near the country's 14 National Trails.

Marketing and promoting your business is not easy. It takes time, effort and not inconsiderable funds. So we have created this online resource to help you. Make use of it and you have instant access to expert marketing, PR and media advice, enabling you to create a range of bespoke marketing and promotional plans and ideas.

It is designed to be easy to use, giving you the ability to access a wide range of material and information, some of which you can download.

Using the Toolkit will help you market your business by using the pulling power of England's outstanding National Trails. They already draw hundreds of thousands of visitors every year; by making use of the ideas within this Toolkit, you can share in that success, attracting new customers to use your products and services.

The Toolkit also provides useful safety information to help you promote the trails responsibly and encourage the safe enjoyment of walking in England.

Within the Toolkit you will find advice on: Identifying new opportunities to market your business to walkers and other National Trail users.

- How to write press releases.
- Developing joint marketing initiatives.
- Improving your website.
- Using social media channels such as Facebook and Twitter more effectively.
- Devising and planning media campaigns.
- Creating new products attractive to walkers and other visitors.
- Developing special offers and promotions.
-

All of which will help you reach new customers and build new business.

And best of all – it's FREE!

WHY YOU SHOULD USE THE TOOLKIT

Marketing and promoting your business is not easy – it takes time, effort and not inconsiderable funds. So, we have created this on-line resource just for you. Make use of it and you have instant access to marketing, PR and media experts, enabling you to create bespoke marketing plans.



NATIONAL TRAILS

NATIONAL TRAILS IN ENGLAND

THE LOWDOWN



NORFOLK COAST PATH
NATIONAL TRAILS

NATIONAL TRAILS: THE LOWDOWN

WHY ENGLAND'S NATIONAL TRAILS?

There are 14 National Trails in England. Why not market your business to the hundreds of thousands who walk them every year?

National Trails is an iconic, international brand and, as such, can connect you and your business to a wide and varied consumer market. These visitors range from young families to retired couples, singles to adventure seekers. This Toolkit will help you discover ways in which you can ensure that they become your customers.

For advice on how to use official National Trails branding for your business, look at the brand guidelines.

JOIN THE WEBSITE

The National Trails website offers you the facility to input information important to you and your business. It's a great way to secure effective promotion of what you do and what you offer your visitors.

Don't forget to also add a link from your own website to the [National Trails](#) website.

On the National Trails 'website, you can upload information to an accommodation listing, promote your business, share photographs, look up places of interest and promote your events. Go to, [National Trails](#) select the Trail you want and click on "Add your information" at the top of your screen.

The National Trails website also has an itinerary planner for each of the trails. For some great ideas, take a look at the [National Trails](#) website.

THE FABULOUS 14: England's National Trails

- South West Coast Path
- Cotswold Way
- South Downs Way
- North Downs Way
- Ridgeway
- Thames Path
- Peddars Way & Norfolk Coast Path
- Offa's Dyke Path (around one third England/two-thirds Wales)
- Pennine Way
- Pennine Bridleway
- Yorkshire Wolds Way
- Cleveland Way
- Hadrian's Wall Path
- England Coast Path



NATIONAL TRAILS IN ENGLAND

THE DETAIL



ENGLAND'S NATIONAL TRAILS: In Detail

SOUTH WEST COAST PATH

Epic loop around England's southwest peninsula, packed with high cliffs, golden sands, fishing villages and smuggling intrigue

Vital stats

- Length: 630 miles (1,014km)
- Start/end: Minehead/Poole Harbour
- Highest point: 318m (1,043ft), Great Hangman
- Counties covered: Somerset, Devon, Cornwall, Dorset
- Designated a National Trail: 1978
- Notable figures: Rosamunde Pilcher (writer), Daphne du Maurier (writer), Mary Anning (fossil hunter), Winston Graham (writer), Barbara Hepworth (artist), Agatha Christie (writer)
- Twitter handle: @swcoastpath

Did you know?

- The Path features over 35,000m (115,000ft) of ascent and descent – the equivalent of scaling Mount Everest four times.
- Approximately 71% of the Path is in either a National Park or Area of Outstanding Natural Beauty (AONB); it also passes through two World Heritage Sites, a UNESCO Biosphere and a UNESCO Geopark.
- The Path owes its existence to smugglers – by 1822, smuggling had become so widespread that HM Coastguard was formed and a shore-side trail was created so patrols could be made.
- The average time to walk the entire path is eight weeks; the fastest known time is less than 11 days.



FIND OUT MORE

COTSWOLD WAY

A walk-through England at its most English, via rolling hills, sheep-nibbled pasture, drystone walls and honey-hued villages

Vital stats

- Length: 102 miles (163km)
- Start/end: Chipping Campden/Bath
- Highest point: 330m (1,083ft), Cleeve Hill
- Counties covered: Bath and North East Somerset, South Gloucestershire, Gloucestershire and Worcestershire
- Designated a National Trail: 2007
- Notable figures: Laurie Lee (writer), William Morris (designer), John Singer Sargent (artist), Jane Austen (writer), Katherine Parr (Queen of England)
- Twitter handle: @cotswold_way

Did you know?

- The complete Cotswold Way route was first marked in May 1970, and its development as a National Trail was approved in 1998.
- The Cotswold Hills date back far further – they are the best-preserved part of a swathe of Jurassic-age rocks that runs from Dorset to Yorkshire, formed around 199 million years ago.
- The area has been inhabited for 6,000 years, and much of the Cotswold Way route traces old paths and passes ancient sites, including the Neolithic long barrow at Belas Knap and numerous Iron Age hill forts.
- Around 95% of the trail runs through the Cotswold AONB, England's largest.



FIND OUT MORE





ENGLAND'S NATIONAL TRAILS: In Detail

SOUTH DOWNS WAY

One hundred miles of old droveways and ancient footpaths, tracing chalk escarpments and high ridges to the English Channel

Vital stats

- Length: 100 miles (160km)
- Start/end: Winchester/Eastbourne
- Highest point: 270m (890ft), Butser Hill
- Counties covered: Hampshire, West Sussex, East Sussex
- Designated a National Trail: 1972
- Notable figures: Edward Thomas (poet), Virginia Woolf (writer), Eric Ravilious (artist), Gilbert White (naturalist)
- Twitter handle: @SouthDownsWayNT

Did you know?

- The Way runs along a well-drained chalk ridge, with views across the Weald and the English Channel, using paths that have been in use for thousands of years.
- The South Downs Way initially ran from Buriton, on the Hampshire-Sussex border, to Beachy Head, but in 1987 it was extended west to Winchester.
- It is the only National Trail to lie entirely within a national park; it also passes through or by five National Nature Reserves.
- It was England's first bridleway National Trail, and can be explored on foot, by bike or on horseback.



FIND OUT MORE

NORTH DOWNS WAY

A historic and bucolic jaunt across the Surrey Hills and Kent Downs to the White Cliffs of Dover, part following the Pilgrim's Way

Vital stats

- Length: 153 miles (246km)
- Start/end: Farnham/Dover
- Highest point: 270m (885ft), Botley Hill
- Counties covered: Surrey, Kent
- Designated a National Trail: 1978
- Notable figures: Thomas Becket (archbishop), George Frederic Watts & Mary Seton Watts (artists), Winston Churchill (politician), Thomas Malthus (economist)
- Twitter handle: @NorthDownsWay

Did you know?

- The Way passes eight castles, three cathedrals, three archbishops' palaces and many stately homes.
- It comprises parts of two old pilgrim routes: the Pilgrim's Way, from Winchester to the shrine of Thomas Becket at Canterbury Cathedral (where he was murdered in 1170), and the Via Francigena, between Canterbury and Dover, part of the route to Rome travelled by Archbishop Sigeric in AD 990.
- It passes through two AONBs – the Surrey Hills and the Kent Downs.
- The Way splits at Broughton Lees: the longer leg heads north, via Canterbury; the alternative reaches Dover via Folkestone.



FIND OUT MORE



ENGLAND'S NATIONAL TRAILS: In Detail

RIDGEWAY

Britain's oldest road streaks across high ground to reach the rolling Chilterns, via an array of ancient sites

Vital stats

- Length: 87 miles (139km)
- Start/end: Overton Hill/Ivinghoe Beacon
- Highest point: 275m (902ft), Liddington Hill
- Counties covered: Wiltshire, Oxfordshire, Berkshire, Hertfordshire, Buckinghamshire
- Designated a National Trail: 1973
- Notable figures: Alexander Keiller (archaeologist), John Betjeman (poet), Alfred the Great (Anglo-Saxon King), Lord Walter Rothschild (politician and zoologist)
- Twitter handle: @TheRidgeway1972

Did you know?

- The Ridgeway follows part of a route that once connected the Dorset coast to North Norfolk, used by travellers, traders and invaders since prehistoric times.
- The section from Ivinghoe Beacon to Streatley is largely reserved for walkers, but cyclists and horse riders can use the trail's western half.
- Parts of the Ridgeway run through the rolling North Wessex Downs AONB – an area rife with ancient sites – and the wooded valleys of the Chilterns AONB.
- The stone circle at Avebury is one of the world's largest; it is a UNESCO World Heritage Site.



FIND OUT MORE

THAMES PATH

An amble alongside one of England's longest rivers, from its source in the Cotswolds, through rural countryside and into the heart of London

Vital stats

- Length: 184 miles (294km)
- Start/end: Source, close to Kemble/Thames Barrier, Royal Borough of Greenwich
- Highest point: 110m (1,043ft), Source
- Counties covered: Gloucestershire, Wiltshire, Oxfordshire, Berkshire, Buckinghamshire, Surrey, London
- Designated a National Trail: 1996
- Notable figures: King John (King of England), Kenneth Grahame (writer), Joseph Bazalgette (engineer), Jerome K Jerome (writer), Steve Redgrave (rower)
- Twitter handle: @ThamesPathNT
- Facebook page: ThamesPathNT

Did you know?

- The riverside trail owes its origins to the Industrial Revolution and canal boom of the late 18th century, when a continuous tow path along most of the river was created and consolidated.
- The Thames contains over 80 islands, 44 locks and one remaining working mill (at Mapledurham).
- The source of the Thames is in a field in the Cotswolds and is often completely dry.
- A waymarked Thames Path Extension (10 miles) lengthens the official trail from the Thames Barrier to Crayford Ness.



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NATIONAL TRAILS IN ENGLAND

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ENGLAND'S NATIONAL TRAILS: In Detail

PEDDARS WAY & NORFOLK COAST PATH

An ancient rural road meets a wild seashore, creating a varied hike via medieval churches, farming fields, fishing villages, sand dunes and salt marshes

Vital stats

- Length: Peddars Way – 49 miles (79km); Norfolk Coast Path – 84 miles (135km)
- Start/end: Knettishall Heath/Holme-next-the-Sea; Hunstanton/Hopton-on-Sea
- Highest point: 92m (302ft), Massingham Heath; 63m (207ft), Beeston Bump
- Counties covered: Suffolk, Norfolk
- Designated a National Trail: 1986
- Notable figures: Boudicca (Iceni queen), Horatio Nelson (admiral), Anna Sewell (writer), Thomas Paine (revolutionary)
- Twitter handle: @NatTrailNorfolk

Did you know?

- The roots of Peddars Way trace back to the Romans, who established a trail here after their defeat by the Iceni tribe in the first century AD.
- Almost all of the Norfolk Coast Path runs through the Norfolk Coast AONB.
- Part of the Norfolk Coast Path follows the Deep History Coast, home to some of the UK's oldest archaeological finds – including the fossilised remains of a woolly mammoth.
- The Peddars Way is allegedly haunted by Black Shuck, a phantom dog said to portend death.



FIND OUT MORE

OFFA'S DYKE PATH

A border-hopping trail, often following the remains of an ancient earthwork via rugged mountains, ruined abbeys, imposing castles and historic towns

Vital stats

- Length: 177 miles (285km)
- Start/end: Sedbury/Prestatyn
- Highest point: 703m (2,306ft) Hatterrall Ridge
- Counties covered: Monmouthshire, Gloucestershire, Powys, Herefordshire, Shropshire, Wrexham, Denbighshire, Flintshire
- Designated a National Trail: 1971
- Notable figures: Offa (King of Mercia), Richard Booth (bookseller), William Gilpin (artist and cleric), Thomas Telford (engineer)
- Twitter handle: @OffasDykePath

Did you know?

- The National Trail often follows its namesake bank-and-ditch dyke, which was built on the orders of King Offa in the eighth century AD to divide Mercia from what is now Wales.
- Offa's Dyke is the longest Scheduled Ancient Monument in Britain.
- Offa's Dyke Path crosses the Welsh/English border more than 20 times.
- The trail links three AONBs – the Wye Valley, the Shropshire Hills and the Clwydian Range & Dee Valley – as well as the Brecon Beacons National Park.



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PENNINE BRIDLEWAY
NATIONAL TRAILS



ENGLAND'S NATIONAL TRAILS: In Detail

PENNINE WAY

A hike along Great Britain's great spine, from the brooding Peak District to the Scottish Borders

Vital stats

- Length: 268 miles (435km)
- Start/end: Edale/Kirk Yetholm
- Highest point: 893m (2,930ft) Cross, Fell
- Counties covered: Derbyshire, Greater Manchester, West Yorkshire, North Yorkshire, Durham, Cumbria, Northumberland, Scottish Borders
- Designated a National Trail: 1965
- Notable figures: Alfred Wainwright (rambler), Emily Bronte (writer), Cherry Kearton (naturalist), Hannah Hauxwell (farmer), Simon Armitage (poet)
- Twitter handle: @pennine_way

Did you know?

- The Pennine Way is the country's oldest National Trail; journalist Tom Stephenson was inspired by the Appalachian Way in the US to campaign for an equivalent route in the UK.
- The trail runs through three national parks: Peak District, Yorkshire Dales, Northumberland.
- The start of the Trail passes near Kinder Scout, site of the 1932 Mass Trespass – a key moment in the struggle for public access to private land.
- Alfred Wainwright offered to buy half a pint of beer for any walker who completed the full trail; by the time of his death in 1991, the promise had cost him nearly £15,000.



FIND OUT MORE

PENNINE BRIDLEWAY

Ancient packhorse routes, drovers roads and newly created trails open up the Pennines for those on horse, bike or foot

Vital stats

- Length: 205 miles (330km)
- Start/end: Middleton Top/Ravenstonedale
- Highest point: 580m (1,667ft) near Wild Boar Fell
- Counties covered: Derbyshire, Greater Manchester, West Yorkshire, Lancashire, North Yorkshire, Cumbria
- Designated a National Trail: 2012
- Notable figures: Lady Mary Towneley (equestrian), Richard Arkwright (inventor), Lady Anne Clifford (noblewoman and castle restorer), Ted Hughes (poet)
- Twitter handle: @PBridleway

Did you know?

- The Pennine Bridleway is the only National Trail specifically designed to be used by horse-riders and mountain-bikers.
- It is not the same as the Pennine Way; it runs roughly parallel but follows a different route, comprising a linear trail and two circuits: the Mary Towneley Loop (47 miles) and Settle Loop (10 miles).
- It passes through two national parks: the Peak District and the Yorkshire Dales.
- Highlights include Chee Dale Nature Reserve, Roych Clough (a classic mountain-bike ride), views of Malham Tarn, Dales villages and the Settle-Carlisle railway viaducts.



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ENGLAND'S NATIONAL TRAILS: In Detail

YORKSHIRE WOLDS WAY

A peaceful amble across chalk hills to reach the dramatic cliffs of the Yorkshire coast, via rolling fields, market towns, ancient villages and outdoor art

Vital stats

- Length: 79 miles (127km)
- Start/end: Hessle Haven/Filey Brigg
- Highest point: 217m (712ft), Thixendale
- Counties covered: East Yorkshire, North Yorkshire
- Designated a National Trail: 1982
- Notable figures: William Bradley (Britain's tallest man), David Hockney (artist), Winifred Holtby (writer), William Wilberforce (abolitionist), Ian McMillan (poet)
- Twitter handle: @YorksWoldsWay

Did you know?

- The Way lies entirely in the Yorkshire Wolds, a wide arc of rolling hills and dry valleys that curves west from the coast at Flamborough towards Malton and then south to the Humber Bridge.
- Part of the WANDER project, there is secret art hidden along the Way, from creatively-crafted benches to trail-inspired poems.
- En route lies Wharram Percy, one of the largest and best preserved of Britain's deserted medieval villages.
- It was the first walkers-only National Trail to be entirely stile free.



FIND OUT MORE

CLEVELAND WAY

A trail of two halves, combining the best of the North York Moors National Park's rugged interior and wave-crashed coast

Vital stats

- Length: 109 miles (175km)
- Start/end: Helmsley/Filey
- Highest point: 454m (1,489ft), Urra Moor
- Counties covered: North Yorkshire
- Designated a National Trail: 1969
- Notable figures: James Herriot (vet), James Cook (seafarer), Bram Stoker (author), Alan Ayckbourn (playwright)
- Twitter handle: @ClevelandWayNT

Did you know?

- The trail traces the edges of the North York Moors National Park, running across heather-cloaked hills inland and along the Yorkshire coast.
- Filey is the only place where three National Trails meet: the Cleveland Way, the Yorkshire Wolds Way and the England Coast Path.
- Atop Cringle Moor is Alex Falconer's Seat, dedicated to the rambler who campaigned for a long-distance route across the North York Moors but died a year before it opened.
- The word 'Cleveland' comes from 'cliff land', and dates back to the Vikings.



FIND OUT MORE





ENGLAND'S NATIONAL TRAILS: In Detail

HADRIAN'S WALL PATH

A country-spanning trail that traces a 2,000-year-old Roman fortification through wild border country

Vital stats

- Length: 84 mile (135km)
- Start/end: Wallsend/Bowness-on-Solway
- Highest point: 345m (1,132ft), Whinshields Crag
- Counties covered: Cumbria, Northumberland, Tyne & Wear
- Designated a National Trail: 2003
- Notable figures: Edward I (King of England), George Stephenson (railway engineer), John Clayton (antiquarian, wall preserver), Mary Queen of Scots (monarch)
- Twitter handle: @HWpath

Did you know?

- This coast-to-coast Path follows UNESCO World Heritage-listed Hadrian's Wall; it's estimated around 10% of the barrier is still visible.
- Construction on the wall began in AD 122; it was completed around six years later, with a workforce of around 5,000 men.
- Hadrian's Wall wasn't built to keep the Scots out but to control the border at the edge of the Roman Empire.
- Numerous excavations en route give a rich insight into life in Roman Britain, including the Roman Forts of Segedunum (Wallsend), Chesters, Housesteads and Birdoswald.



FIND OUT MORE

ENGLAND COAST PATH

Once complete it will be an inspirational and epic undertaking, and the world's longest coastal walking route

Vital stats

- Length: 2,700 miles (4,345km)
- It will link up the best existing coastal paths and create new ones where there were none before
- Counties covered: Cumbria, Lancashire, Merseyside, Cheshire, South Gloucestershire, Somerset, Devon, Cornwall, Dorset, Hampshire, Isle of Wight, West Sussex, East Sussex, Kent, Essex, Suffolk, Norfolk, Lincolnshire, East Yorkshire, North Yorkshire, Durham, Tyne & Wear, Northumberland
- First ECP section opened: 2012
- Hashtag: #EnglandCoastPath

Did you know?

- The creation of the path is made possible due to the Marine and Coastal Access Act 2009 – there will also be new rights of public access to areas of coastal land such as beaches, cliffs and foreshore- in many places for the first time.
- The benefits of the ECP are many: helping to improve public health and wellbeing, boost tourism and economic growth, connect coastal communities; and connect people with nature and our cultural heritage.
- The England Coast Path is opening in 67 sections; one third of the English coast had no access on foot, or was disconnected at the start of the ECP project.
- The [ECP](#) will eventually link to coastal trails in Wales and Scotland.



FIND OUT MORE

THE NATIONAL TRAILS MILES OF OPPORTUNITIES

HOW TO ATTRACT WALKERS & OTHER NATIONAL TRAIL USERS

As a business on or near a National Trail in England, there is plenty that you can offer to appeal to walkers. How about:

- A clothes drying facility and boot room.
- Collection from local bus or train stops.
- Pick-up and drop-off to and from points on the trail.
- Bus and train timetables and information.
- Contact details for useful local businesses, such as taxis, bike hire, car hire etc.
- Free drinks and snacks for dogs and free dog poo bags.
- Collection of luggage.
- Packed lunches and snacks.
- Local knowledge, such as the best coastal walks, circular routes, suggestions for places to go for a drink/lunch etc.
- Loan of walking poles.
- A secure bicycle store (for trails where cycling is permitted).
- Stabling or grazing (for trails where horse-riding is permitted).
- Safety information and Countryside Code guidelines.
- Maps and information on local walks and rides.
- A library that includes books on local flora and fauna, history and walking routes – guides to the National Trails are published by Aurum Press, among others (see <https://thetrailsshop.co.uk/collections/books> to find out more).

Get creative. Think of small, low-cost extras you might be able to offer that will help your business stand out and appeal to walkers.

GET YOUR STAFF INVOLVED

Ensuring that your staff share your business values is really important, so spend time informing them about the business, what your goals are, and how they can play their part.

For example, when marketing your product and services to National Trails' walkers, make sure your staff are well briefed on what the trail in your area has to offer and where customers can find further information, such as details on walks or bus timetables. Not only will you be able to deliver a better service, but staff will feel motivated by being more involved in the promotion of the business.

Why not encourage staff to take photos of their favourite walks and post them onto your website or social media feeds? In this way they can become not just business ambassadors, but National Trail ambassadors – knowledgeable and customer friendly. A huge asset to any business.

NATIONAL TRAILS IN ENGLAND

MILES OF OPPORTUNITIES



PENNINE WAY
NATIONAL TRAILS 

WALKERS ARE WELCOME

Walkers are Welcome is a nationwide, community-led network of towns and villages accredited as being welcoming to walkers. The scheme is primarily designed to enhance the economic benefits of walking tourism. Many Walkers are Welcome places can be found on or near National Trails.

The aim of Walkers are Welcome is to encourage and support towns and villages to be nationally and internationally recognised as attractive and top-class destinations for walkers.

If your town is a member, get involved with the scheme. Download a Walkers are Welcome logo for use in your marketing material, and work with other local businesses to increase the power of the brand to your town.

If your town isn't a member, could it be? Work with your community to put together an application to become accredited. For further information, contact the Secretary (secretary@walkersarewelcome.org.uk) and see the [Walkers are Welcome](https://www.walkersarewelcome.org.uk) website.

SAY WALKERS WELCOME TO EVERYONE!

Welsh: Croeso i gerddwyr

French: Marcheurs bienvenue

German: Wanderer willkommen

Italian: Camminatori benvenuti

Dutch: Wandlers welkom

Spanish: Caminantes bienvenidos

THE NATIONAL TRAILS MILES OF OPPORTUNITIES

HOW TO ATTRACT OTHER TRAIL USERS & NON-WALKERS

England's National Trails are excellent walks, and where permitted, rides. But they're also routes into the roots of a region that can attract non-hiking holidaymakers or those who want to mix a short stroll with more cultural, culinary, historic or hands-on experiences.

You can use your location on or near a National Trail to tempt the less energetic explorer, perhaps suggesting how they might spend a long weekend doing a few short walks – a list of short circular walks related to every trail can be found on the National Trails website – but also visiting castles, taking pottery classes, tasting gins, going behind the scenes at museums, eating your regional dishes and meeting the local characters.

You might be able to offer non-walking but outdoors and experiential services that are complementary to the National Trails, such as:

- Foraging experiences along and near the trails.
- Bushcraft workshops.
- Painting lessons, including sketching from trail viewpoints.
- Themed tours of historic sites along the routes, such as archaeology-focused tours to barrows and tumuli or military history tours around old battlefields.
- Food trails to visit local producers – perhaps apple and hop farmers along the North Downs Way or fishermen and pasty bakers on the South West Coast Path.
- Star-gazing experiences – National Trails such as the Pennine Way, the Cleveland Way and the Norfolk Coast Path pass through official

Dark Sky Discovery sites: <https://www.darkskydiscovery.org.uk>.

JOIN REFILL

Refill is an award-winning campaign to prevent plastic pollution by making it easier for people to carry a reusable bottle and refill for free when out and about. It is a fantastic opportunity for you to offer walkers free drinking water. As well as attracting them to your business, you'll be part of a national scheme making a big impact – the average person in the UK uses 150 plastic water bottles every year; if just one in ten Brits refilled once a week, there would be 340 million fewer plastic bottles a year in circulation.

If you are a business with a publicly accessible tap, all you need to do is fill in a few details on the Refill App to create your free profile on the map. Refill stations can be anything: cafés, restaurants, libraries, museums, hairdressers, village shops.

Once your station is live, you'll be ready to welcome thirsty Refillers and benefit from increased exposure and footfall as a result. Your blue Refill window sticker will show your commitment and will welcome people who may be afraid to ask for a free water refill.

For more information, visit [Refill's](#) website or check out Refill on [Facebook](#), [Instagram](#) or [Twitter](#).

To set up a Refill Scheme in your community, email info@refill.org.uk.

NATIONAL TRAILS IN ENGLAND

MILES OF OPPORTUNITIES

HOW TO USE EVENTS AND ANNIVERSARIES

CELEBRATIONS

Celebrations such as anniversaries provide great opportunities for gaining publicity and promoting your business. Media interest can be piqued by notable events. Look out for upcoming dates.

These might be directly related to the National Trail, such as commemorations of when the National Trails were approved or opened – see the Trails Lowdown section for the trail opening dates.

It might be an anniversary connected to the landscape through which the trails pass, such as when an area was designated a national park, AONB or UNESCO World Heritage site.

Or the dates might be linked to a famous figure or cultural event related to the trail, such as the birth of an author who wrote about the area or the anniversary of a major battle, building or historic happening.

Research possibilities well in advance and see how you can link what you do with any anniversary celebrations. For instance, how about a special Golden Package to mark a 50th anniversary? A creative writing weekend to tie in with the commemoration of an author's birthday? A medieval menu to link to a historic date?

DIARY DATES: A few examples

2020 – 850 years since Thomas Becket was murdered in Canterbury Cathedral, a key site on the North Downs Way (events moved to 2021 due to Covid).
2021 – 50th anniversary of the opening of Offa's Dyke Path.
2021 – 25th anniversary of the opening of the Thames Path.
2021 – 55 years since the creation of the Cotswolds AONB, the UK's largest.
2021 – 20 years since the Dorset & East Devon Coast was designated a UNESCO World Heritage site
2022 – 200 years since the formation of HM Coastguard, integral to the origins of the South West Coast Path.
2022 – 1,900 years since the construction of Hadrian's Wall began.
2022 – 70th anniversary of the North York Moors becoming a national park.
2022 – 10th anniversary of the opening of the Pennine Bridleway.
2022 – 40th anniversary of opening of Yorkshire Wolds Way.
2022 – 50th anniversary of the opening of the South Downs Way.
2023 – 50th anniversary of the opening of the Ridgeway.
2023 – 50th anniversary of South West Coast Path Association.
2024 – 100th anniversary of the birth of Rosamund Pilcher.
202?... – Expect big celebrations – and plenty of marketing potential – when the England Coast Path is completed!



NATIONAL TRAILS IN ENGLAND

MILES OF OPPORTUNITIES

LINKING WITH WALKING FESTIVALS

Walking festivals are growing in popularity. There are usually over 100 held in the UK each year, stretching from Kington (on Offa's Dyke) to Norfolk, from Haltwhistle (on Hadrian's Wall) to Purbeck (on the South West Coast Path).

Find out if any events are happening near you. Include details on your website and in your marketing literature and contact the festival organisers to enquire about possible partnerships.

By building links with walking festivals you can encourage guests to return at other times of year and to stay for multiple days. Information on walking festivals, can be found at [Walks Around Britain](#)

USING OTHER EVENTS

Look out for other quirky, curious, eye-catching and left-field events that are happening in your area. Promote them on your website and in your brochures and consider targeted marketing.

For example, is there a marathon or ultra marathon on a section of National Trail near you? Those runners will need somewhere to sleep and eat: can you offer them a lift to the race start? A special deal on a post-race meal? A sleep, eat and massage package? Can you circulate these offers to running clubs via social media?

EXPANDING YOUR SEASON

The National Trails in England provide you with a great opportunity to extend the visitor season. Walkers tend to travel year round. Indeed, the so-called shoulder-season months of April, May, June, September and October are the peak months for walking, often offering dramatic changes in nature. Many walkers are happy to hit the trails in winter too.

Also, as staycations rise in popularity, many more people will look to book outside peak season due to lack of availability during the summer months. This provides an excellent opportunity to bring in more business. You just need to tell people why they should visit you in February or March or November.

Why not contact customers who visit you in the summer with a special offer for a 'Refreshing spring break on the Thames Path', 'Autumn walks along the Cleveland Way' or 'A festive escape on the North Downs Way'?

If there are off-season activities that might appeal to walkers, shout about them. Your visitors could combine some hikes with Christmas markets, bird migrations, fall colours or bluebell season. By telling them exactly what is on offer in your area you are increasing the reasons for them to pay a visit.

Why not create a diary page on your website that highlights all the main activities in your area. You could persuade those who walk the trails to send you photos of their trip to add to your promotional material.

You can also upload information about events to the [National Trails](#) 'website. Go to select the trail you are interested in and click on the 'Add your information' tab at the top of your screen.

Also think of creative, low-cost ways that you might be able to increase your appeal in the off-season months. Maybe you could:

- Provide thermos flasks for guests, to keep them warm on cold days.
- Highlight facilities such as drying rooms, boot-cleaning services, hottubs and saunas.
- Use your local knowledge to suggest walks that are sheltered, well-surfaced and especially good for bad-weather days
- Offer free post-walk hot chocolate and soup.
- Offer the loan of binoculars for seasonal birdwatching.
- Run guided walks for birders or other special-interest groups.
- Provide accurate off-season information, such as notes on which attractions remain open, when/if buses are running, which cafes serve year-round etc.



PROMOTING THE NATIONAL TRAILS IN ENGLAND

REACHING CUSTOMERS

HOW TO REACH NEW CUSTOMERS

People who walk or visit National Trails require a range of products and services and as a local business you are ideally placed to provide them.

You know how good you are: how your comfortable rooms offer a warm welcome; how the food in your restaurant is too good to miss; how your tourist attraction offers a unique experience. But do those thousands of visitors who walk/ride the National Trails every year know?

Stand back and put yourself in the place of your customer. What is obvious to you may not be so to those who have never visited – so tell them.

Be clear about what you offer. Look around online and you will see plenty of examples of hotel websites that fail to list their full range of services, adventure parks that don't list opening hours or restaurants that don't display sample menus.

All these omissions are barriers to business. In effect, you are turning away customers – few people will spend time searching your website for information that isn't immediately obvious.

So, make sure you:

- Identify the key selling points of your business and make them obvious.
- If you offer unusual or specialist services, make that clear. Do you serve vegan and kosher breakfasts? Do you offer gluten-free bread? Do you allow dogs? Do you grow your own veg? Do you have a telescope or a sauna?
- Check that your marketing materials – website, brochure etc – simply and clearly state what you offer.
- Make it easy for customers to contact you – include phone numbers and email addresses that are easily accessible.
- Personalise your relationship with your customers by using a name in your contact details: don't say: 'For further information, contact info@justanotherbusiness.co.uk'; instead, say 'please contact Jane Smith at jane.smith@b&bplace.com or 0123 4567456'.
- Use good quality photographs to illustrate your products and services, and to showcase your spectacular location and unique offering. Images make the information you send to customers more engaging and attention-grabbing.

RETAINING EXISTING CUSTOMERS

It's great to build new business but always remember how important it is to retain existing custom. Don't ignore those whom you already serve.

Make sure you:

- Build and maintain a customer database.
- Keep past customers informed, via a newsletter and/or social media.
- Use local events to help you create special packages and offers that may appeal to returning customers.
- Build links with walking festivals and other events to encourage guests to return at other times of the year and to stay for multiple days. You might offer special rates for hikers during the local walking festival, for instance.

MAINTAINING A DATABASE

Make sure you capture your visitors' contact details so that you can keep them updated with news of what you and your business is doing.

Note, you must get their permission. You can easily do this by posing a question on your website such as: "Would you like to receive our newsletter?" or "Click here to be updated on special offers". Find out more about your responsibility for keeping your customers data safe at GDPR.



NATIONAL TRAILS IN ENGLAND

PROMOTING THE NATIONAL TRAILS



HADRIANS WALL PATH
NATIONAL TRAILS

NEWSLETTERS

A simple email newsletter is an easy way to keep in touch with customers – and it need not cost a great deal.

If you have the budget, you can have your newsletters designed and use marketing platforms such as Mailchimp.

If, however, you want to keep costs down then Microsoft Word offers a range of templates that can be used to create attractive newsletters. Simply open Word on your computer and select a newsletter template. You will find instructions on how to create your layout, drop in photos and add stories.

Send a newsletter to your database no more than two or three times a year with information about what is new at the business or what is changing. If you've added new facilities, employed a great new chef, significantly changed your opening hours or made your business zero-carbon, let your customers know. Include forthcoming events and other newsworthy snippets.

You could also include enticing information about the trails to encourage walkers and others to visit in different months. For instance, include little stories such as: 'Wildflowers along the Trail in spring'; 'The best routes for autumn colours'; or 'Our concierge's top five walks for a winter day'.

Don't forget to include a special offer for your special customers – see the Special Offers section.

Do make sure that what you put into your newsletter is interesting and relevant. Ask yourself: if I knew nothing about this business, would I be interested in reading this story? If your answer is yes, you're on the right track.

Some top tips for creating your newsletter:

- Create a name for your newsletter that accurately reflects the nature of your business.
- Don't be too specific with the date of the newsletter – something like 'Spring 2021' is sufficient.
- Select good quality photographs that either tell their own story or help to illustrate copy you have written.
- Write about things that customers care about – new products or services, special offers, the opening of a new health spa or the extension of opening hours etc.
- Make it personal – people like reading about people.
- Put contact details for your business – name, phone, email and website – in a prominent position.

Send newsletters regularly, but not too frequently – three a year is ideal.

If you are using email, ensure you are compliant with [General Data Protection rules](#) (GDPR):

CREATING SPECIAL OFFERS

Special offers are a good way of attracting and maintaining customer interest in your products and services. They need not present a significant cost; when set against the extra business they bring in, they can be a most cost-effective method of increasing sales.

So why not:

- Run a competition on your website to link with an event along one of the National Trails.
- Offer walkers a discount on your products and services.
- Provide a special 'Walker's Breakfast' that showcases local produce or special 'Walker's Picnic', including loan of a cool-bag or lightweight picnic blanket.
- Provide free maps.
- Provide free lifts to a walk starting point for walkers who stay a certain number of days.
- Create a loyalty card to reward repeat custom from National Trail walkers.

NATIONAL TRAILS IN ENGLAND

PROMOTING THE NATIONAL TRAILS

USING SOCIAL MEDIA

Using social media is a great way of interacting with potential customers, posting information and comments, and responding to what others are posting.



FACEBOOK: a really useful platform for showing off your business. You could ask your customers to post recommendations, photos and videos tying in with their visit and their experience of walking the trails? You can also use the Facebook Events sections to link up with what's going on in your neck of the woods.



TWITTER: a great way of connecting with other businesses and putting out your special offers to your followers. Remember to find and follow the National Trails ' Twitter account – @NationalTrails – and the account of your path

@swcoastpath
@cotswold_way
@TheRidgeway1972
@ThamesPathNT
@SouthDownsWayNT
@NorthDownsWay
@NatTrailNorfolk
@OffasDykePath
@ClevelandWayNT
@YorksWoldsWay
@pennine_way
@PBridleway
@HWpath

When you post, tag the relevant trail. Look at who they are following to see whether there are opportunities for engagement, even if it's just a retweet or a share. See how you can weave the National Trails into your social media work.

You could also follow Visit England (@VisitEngland) and any organisations that link to your location – for instance local towns, AONBs, regional tourist boards, wildlife trusts, heritage sites or cultural and conservation organisations. You might want also want to follow accounts relevant to subjects that interest your customers, such as rambling, food and drink, local history, ancestry, photography or painting.



INSTAGRAM: is all about images. Use this channel to showcase your business visually. Feature enticing photographs of the trails, inviting people to come and enjoy them while staying with you, eating with you or visiting you. You don't need a fancy camera.



PINTEREST: a visual discovery engine for finding ideas and inspiration. You can create boards that collect together inspiring images and build a picture of your business and local trail – places to visit along the way, places to enjoy the view, places to take a break for refreshments.

USING HASHTAGS

Hashtags – for instance, [#NationalTrails](#) or [#GreatEnglishTrails](#) – help customers find information on social media by enabling cross-referencing on shared themes.

Use hashtagged terms on your social media posts so that someone searching for 'walking trails' might discover you.

Key National Trails hashtags include [#NationalTrails](#), [#nationaltrail](#), [#RespectProtectEnjoy](#), [#GreatEnglishTrails](#), [#FollowtheAcorn](#) and [#EnglandCoastPath](#).

You can also use hashtags that link to the individual Trails, such as [#swcoastpath](#), [#SWCP](#), [#PennineWay](#), [#CotswoldWay](#) etc.

You might want to use general walker-specific hashtags, such as [#getoutside](#), [#walkingengland](#), [#longdistancewalking](#), [#greenspaces](#) etc.

Or look out for relevant and timely social media campaigns, trends and themes that you could tap into – for example, [#BestTrailPub](#), [#WorldWildlifeDay](#), [#StepintoSpring](#), [#WalkinWinter](#), [#FootPathFriday](#).



USING VIDEO



USING VIDEO?

We all love watching videos. They are one of the best ways of accessing information quickly and in an entertaining way.

A video allows you to give a much fuller impression of the personality and atmosphere of your business.

You can use videos on your website, post links to them on social media or in newsletters or show them at events and exhibitions you may be attending.

The best results are obtained by using a professional company, which won't be within everyone's budget. But it's possible to create your own distinctive videos with just a little investment and a bit of time. If you have a smartphone or tablet, you can make a video.

PLANNING A VIDEO

- What makes your business different? What's the key piece of information you want the viewer to take away? What can you offer to make people walking the trails visit you? What's the personality of your business: calm and relaxing? Traditional? Quirky? Adrenalin fuelled? The video needs to reflect that.
- Is your business weather or season dependent? You will want to film at the point in the season when it looks at its best – ideally sunny, everything fresh and clean, your business busy with happy people enjoying what you offer. You will need to pick the best time of year to achieve that.
- Keep the video short. Up to three minutes is ample – no one's attention span holds for longer than that. You want to excite the viewer with a taste of what's on offer, not cover everything in great detail – that's the job of the website or brochure.
- What action do you want your viewer to take after watching? Phone you? Email? Go online for more information? Include a 'call to action' in your video.

NATIONAL TRAILS IN ENGLAND

USING VIDEO



TOP TIPS FOR SHOOTING YOUR OWN VIDEOS:

- Schedule the shoot – if you want to film people undertaking an activity, they will have to be there on a particular day and time.
- Plan how your video will run from start to finish – the ‘storyboard’. It doesn’t need to be complicated, just a list of contents and scenes in the order they will appear.
- Decide what type of video you want to create. Simple images, with a music track? Images with an unseen narrator providing a voice over? People doing activities or being interviewed by someone off camera? The first option can lack interest; people speaking animatedly about their experience is more entertaining and gives a better insight into your business.
- Don’t worry if you don’t have a video camera – using your mobile is fine. Content is the most important thing.
- Consider investing in an external microphone for your mobile – it will immediately raise the quality and professionalism of your video.
- You need to edit your videos – unedited video does not look professional. There are plenty of low-cost, easy-to-use video editing packages available online. Learning how to use them requires an investment of time but the resulting quality makes this time well spent.

WHAT TO FILM

- Your customers, telling you how great their experience has been.
- You, the owner, explaining your business and welcoming people, or talking about a special offer. Get someone to interview you – it’s easier than talking to camera.
- Staff interviews – for example, “I’m the chef here and my favourite dish to cook is... and here it is on the hob...”
- Your facilities – show customers what you’ve got.
- A special event you’ve held, showing the action and including comments from customers.
- Also, invite customers to send you their videos of good times they’ve had at your business, and edit them into short compilations.

Do consider how the content of your video will influence viewers – think about your responsibility in encouraging safe enjoyment of the trails.



[HEALTH AND SAFETY](#)

EDITING ADVICE

- Don’t shoot from one angle. Film the same thing from several different viewpoints and edit them into a series of shots that changes regularly to maintain interest.
- Keep your video short – anything from 30 seconds to three minutes. The shorter the clip, the better for social media.
- It is better to have six short clips on your website, available to view separately, than a single long video. More people will watch to the end of a short video and pick up on the call to action.
- Use low-cost copyright-free music as a background. This is available online.



HOW TO DEVELOP A MARKETING CAMPAIGN

DEVELOPING A MEDIA CAMPAIGN

GETTING STARTED: knowing your USPs

All of your marketing needs to remind people of your Unique Selling Point (USP) – the thing that makes you different, better than rest and relevant to our National Trail users.

Once you've identified what that is, you need reasons – or 'hooks' – that you can use to communicate that USP regularly over time.

Think about your business. What has happened recently and what's coming up? Are you making a new investment, hiring new staff? Are you launching a new product or initiative aimed at walkers? Have you attracted visitors who are walking the trails from the other side of the world? Is this year an anniversary for you? Are there events happening in your area? This is the kind of information you can turn into marketing opportunities and use to promote your USP.

PROMOTING YOURSELF TO WALKERS

The best way to promote your business at minimal cost to walkers using the National Trails is to use a wide range of media and to send out information regularly to build awareness. All successful marketing is planned in advance – identifying perhaps three or four main opportunities to communicate over the year to create a basic campaign.

Use information that will appeal to the interests of typical trail walkers. There are four key groups:

- Older Couples – those with a higher income who particularly enjoy the historical attractions they can see during their walks.
- Scenic Explorers – couples aged 40-plus who have no young children living with them, and who enjoy beautiful scenery and unspoilt countryside and attractions.
- Families – adults with children aged under 15; they take frequent holidays, are adventurous and like to learn about local heritage.
- Pre-family Explorers – people and couples aged under 35 who take frequent holidays and are especially interested in sightseeing.

MEDIA OUTLETS

For the greatest reach and impact, aim to distribute your information via a range of outlets, including:

SOCIAL MEDIA

Facebook, Twitter and Instagram in particular are key platforms for interacting with potential customers and posting information.

You may already have a presence on these sites but you can also use them in a structured way, planning a concentration of activity around your planned marketing activity.

Make use of relevant and trending hashtags to widen your audience and remember to find, follow and tag the Twitter account of your trail as well as the National Trails 'account' (@NationalTrails).

NATIONAL TRAILS IN ENGLAND

HOW TO DEVELOP A MARKETING CAMPAIGN



NEWSPAPERS, RADIO, MAGAZINES AND TV

From community publications and websites to regional and national publications and specialist magazines, there are many potential outlets for your business, if you pitch it right. To learn more about how to contact them and present your story, go to [Approaching the media](#).

[Approaching the Media](#)



BLOGGERS

Tap into the vast online community of people who write about subjects such as walking, travel, England etc. If you offer a specialist product – for instance, if you are geared towards families or offer very dog-friendly services – seek out bloggers specialising in these markets. Whatever your USP, a bit of online research will soon bring up a list of relevant bloggers to contact.

SPECIALIST NETWORKS

Target specialist organisations and associations involved in walking, outdoor activities, food and drink, local history – anything that ties into the business you are running and the offer you can make to National Trail walkers..

LOCAL COMMUNITY PARTNERSHIPS

Connect with tourism associations and business groupings that work to promote your local area. Tap into these networks and keep them informed about your story and your offer so they can pass details on. They will also offer contacts for developing joint promotional activities with businesses complementary to yours.

For more details, see [Working Together](#)

[Working Together](#)



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HOW TO WRITE A PRESS RELEASE

NATIONAL TRAILS IN ENGLAND

HOW TO WRITE A PRESS RELEASE

HOW TO WRITE A PRESSRELEASE

A press release needs to answer six basic questions: Who, What, Where, When, Why, How.

- Your story needs a news angle. It's not enough just to say you exist – there has to be a new hook or message that will interest the media. You need something that is the newest, the biggest, the smallest, the greenest, the weirdest, or perhaps something tied to a milestone, a record or an anniversary.
- Your press release should be written within the body of an email. Don't write it in a separate document and attach it to an email – it takes time to open, and many recipients won't bother. It may not even get through a media outlet's firewall to start with.
- Write a short attention-grabbing headline for the email subject line that reflects your angle – ie, first, newest, biggest, oddest, etc. In the email itself, start with the words NEWS RELEASE and repeat the headline from the subject line.
- All the most important information has to come high up the release. A journalist won't read more than a paragraph or two to decide whether the story is worth considering.
- Do not simply write advertising copy about your business – this isn't news. You need to plug what you do but don't over-egg it. Aim to put details about your business in the second or third paragraphs, and express them factually and without comment.
- Make sure you include your contact details at the end of the release. For example: 'For further information contact Tom Smith, manager: email tomsmith22@gmail.com or call 0234 456375'. Make sure you are available to take calls and respond to emails quickly.

PRESSRELEASE: Example

[headline to catch reporters 'attention]
Northumberland hotel to get walkers back on their feet

A Northumberland hotel [who] is launching a new service [what] next week [when] to get weary walkers back on their feet [why] after enjoying a long day out and about on Hadrian's Wall Path, one of the 14 National Trails in England.

The MadeUp Hotel [where] in Somewhere Town, is offering its visitors free foot massages and pedicures to help them relax after a day of walking the trail [how].

[Additional detail] Hotel manager John Smith said he thought up the idea after chatting to receptionist, Jane Jones, who mentioned that as walkers returned to the hotel at the end of the day they couldn't wait to get their boots off and relax their aching feet.

Now he has brought together his team of foot-reviving experts, and will be launching the service this Saturday, 12 May.

[Quote to give interest and colour] "The MadeUp Hotel has always welcomed walkers," said John Smith, "and we wanted to do more for our guests to show just how welcome they are.

"So, every Saturday evening until September, we will have a team of trained and qualified professionals set up, ready to give walkers a free foot treatment while they relax."

[Information from the Toolkit]: Hadrian's Wall Path is an 84 mile (135km) long National Trail that runs across the width of England from Wallsend, near Newcastle, to Bowness-on-Solway, following the fortification built by Roman emperor Hadrian in AD 122.

Ends

For further information, contact John Smith, manager:
johnsmith@madeuphotel.com, 0234 456375

[Make it clear that you will help the media get interviews and photos on the day] Reporters and photographers welcome at the launch event at 5.30pm. Saturday, 12 May.

NATIONAL TRAILS IN ENGLAND

HOW TO WRITE A PRESS RELEASE



SOUTH DOWNS WAY
NATIONAL TRAILS



HOW TO APPROACH THE MEDIA

Find out which local papers operate in your target region and which specialist titles cover areas of interest relevant to your business, and how to contact them.

Decide what kind of media your stories will appeal to. For instance, if you are doing something that has never been done in your local area, that will be of interest to local media, even if it's already been done elsewhere in the country; however, it is unlikely a national newspaper will be interested if it they've already covered it happening somewhere else.

If what you're doing has never been done in the UK before, aim for the nationals.

Take timing into consideration when approaching the media. If your story is time-specific – an event on a particular weekend, for instance – not only will you need to let media outlets know in advance, you'll need to allow different amounts of time for different media. A local website might be able to cover the story at short notice but a magazine will need to know several months in advance.

MAKING CONTACT

Make your approach in good time. Contact the news desk to introduce your story by phone or email. Try to find the name and contact details of the most relevant staff member – for instance, the restaurant reviewer or food & drink editor if you have a food-related story.

Twitter as a good way of making contact with the media – nowadays it's often the first place a journalist looks for information, and the first place they publish their own stories.

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DEVELOPING FAM VISITS



HOW TO DEVELOP FAM VISITS

Media familiarisation visits, or FAM visits, are when you invite selected members of the media to visit your business, often over a couple of days. They are a great way to promote your company.

Visit England and your local authority tourism team all organise media FAM visits, so get in touch to see if your business can take part. Working with such partners eliminates much of the worry of organising a FAM visit and you can be assured that an interesting and varied programme will have been devised.

However, if you think you have a good enough story to tell, you might consider organising your own media trip by inviting a journalist, blogger or travel writer to come and experience all you have to offer. With careful planning, it is not that difficult.

Make a list of what is interesting about your business: how does it differ from your competitors? What plans do you have for the future? What investments have you made? Thinking in this way will help you to see what is newsworthy about your business – the information that will make a journalist say: that's interesting, I want to write about it.

When deciding when to organise a FAM visit, remember that many media outlets put together their editorial schedules weeks, or even months, in advance. Plan ahead.

Make sure anyone you invite has the opportunity to experience both your business and nearby attractions that are complementary to what you do. No one books a hotel break just to spend two days indoors – most will explore the immediate area. That's why linking with the National Trails is so useful: a trail provides lots of reasons to visit your area, giving you extra reasons for promoting your businesses.

Provide downtime in your programme that allows journalists to explore on their own. And, most importantly, feed them. If you're not a food provider, consider working with a local restaurant that has a good reputation to devise a joint FAM visit.

Decide in advance what you are paying for and make it clear to your visitors what, if anything, isn't included to avoid any misunderstandings later. Most FAM visits will cover accommodation, food and the cost of any visits or experiences but not necessarily extras such as additional drinks.

Don't forget about your media contacts the moment they leave. Email them to thank them for visiting and ask if there is any more information they need. Be ready to follow up with photographs and additional facts and figures if requested.

It is important to recognise that a FAM visit should be part of an adopted media strategy – just one of the ways in which you build and maintain relationships with key journalists.



WORKING WITH PARTNERS

WORKING WITH PARTNERS

Thinking internationally helps you counter seasonality. Also, on average, international visitors spend more and tend to book earlier, giving you the ability to plan ahead.

WORKING WITH VISITBRITAIN

If you are looking to reach international customers via the travel trade, you can get help from VisitEngland and VisitBritain to support and grow your business. To get involved:

- Register your product on the globally promoted [VisitBritain website](#)
- Sign up to newsletters at [VisitBritain Trade](#)
- Become a member of [UKinbound](#) and the [European Tour Operators Association](#) (ETOA) to access B2B workshops, seminars and networking events.
- Go to the Visit Britain trade site to access a wide range of tools that can support you in marketing your business internationally: Visit, [VisitBritain](#) for more information.

WORKING WITH DMOS

Working with National Trails and Destination Marketing Organisations (DMOs) can help you reach a greater number and wider range of potential customers.

For instance, in 2021, the Discover England's Great Walking Trails Project (EGWT) saw seven National Trails in England work together to develop a strategic approach to presenting walking holiday packages.

The project developed a range of new modular itineraries, including inspirational trip ideas to entice independent travellers and bookable packages produced by UK-based walking holiday companies. These are designed to increase awareness and improve perceptions of English walking holidays to both the domestic and international markets.

The itineraries are also designed to have a wide appeal, combining some shorter walks (typically one to four hours long) with local experiences (cooking classes, boat trips, mountain-bike rides, wildlife safaris etc), attractions (stately homes, museums, show caves, etc), food and drink suggestions and accommodation.

The idea is to show how the National Trails and the landscapes around them are world-class destinations for short breaks, where travellers can find magnificent views, fresh air, fascinating history, adrenalin-pumping adventures, traditional dishes and cosy firesides.

As an example, getting involved in projects such as this means you can show how your business fits into realistic, inspirational and easily bookable holiday packages.



NORTH DOWNS WAY

NATIONAL TRAILS 

WORKING TOGETHER

Speak to other business owners along the National Trails to see how you can take a joint approach to marketing your services. Joint marketing initiatives will help you reach a larger audience by combining your customer database with those of your business partners. They can also extend your product and service range.

Joint marketing with suitable business partners enables you to put more, and more interesting, information on your website and in your marketing materials, by featuring the products and services of your business partners alongside yours. It makes your offer far more appealing.

So why not try:

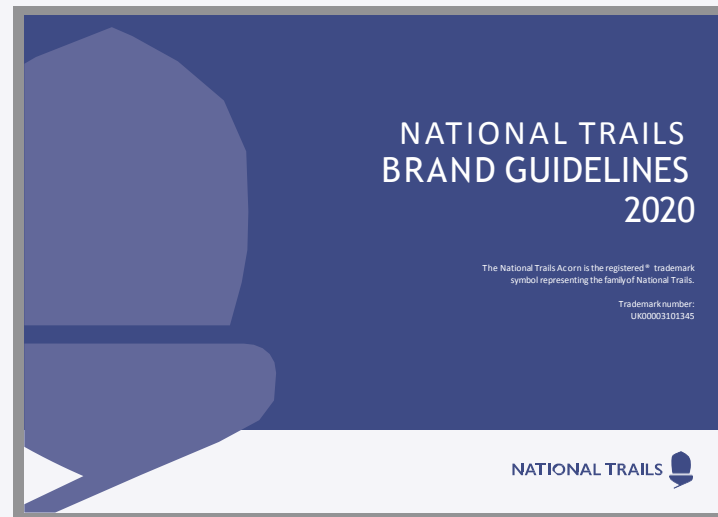
- Identifying complementary business partners to work with.
- Developing seasonal offers.
- Providing links from your website to those of selected partners.
- Creating joint promotions – for example, a hotel and a visitor attraction could jointly promote a walking weekend break at special accommodation rates with discounted entry to the nearby attraction.
- Providing links from your website to other useful sites.



MARKETING MATERIALS



MARKETING MATERIALS



BRAND GUIDELINES

These guidelines provide detailed specifications for all National Trail formats. They aim to respect the local distinctiveness of the individual Trails while encouraging a coordinated marketing approach for the family of National Trails.

The guidelines include versions of the logo, corporate typefaces and Trailcolours and apply to both Welsh and English branding.



[BRAND GUIDELINES](#)

NATIONAL TRAILS IN ENGLAND

MARKETING MATERIALS

ADDED VALUE

There are plenty of facts and resources you can use on your website, social media activity, leaflets and other marketing materials to give your customers valuable information that can encourage or enhance their visit.

HEALTH BENEFITS OF WALKING NATIONAL TRAILS

Shout about how beneficial walking is. For some people, getting into the great outdoors can be a life-saver. Brisk walking can benefit mental and physical health and provides people of all ages and abilities with a fantastic opportunity to form positive exercise habits.

Walking briskly for 30 minutes a day, five days a week, is one way of meeting medical experts' recommendations for adult physical activity. The National Trails provide a spectacular stomping ground for people of all abilities to embark on walking their way to health on well way-marked and varied paths.

As well as a boost to physical health, green exercise can do wonders for mental health. A survey by mental health charity, MIND, found that:

- 90% of people who took part in green exercise activities said that the combination of nature and exercise is most important in determining how they feel.
- 94% of people commented that green exercise improves their mental health.
- 90% of people commented that taking part in green exercise activities benefits their physical health.

WALKING FACT PANEL

How many calories can I burn?

- 30 minute stroll: 75 calories
- 30 minute walk: 99 calories
- 30 minute fast walk: 150 calories

Source: At least five a week, Department of Health, 2004, for an average person, weighing 9.5 stone.



COUNTRYSIDE CODE

Ensure your visitors are familiar with the Countryside Code, the government's basic ground rules for enjoying and respecting England's great outdoors.

These basic rules include being considerate of the local community, leaving gates and property as you find them, leaving no trace of your visit, taking all your litter home, bagging and binning dog poo and following local advice and signs.

You can download the code at





HEALTH & SAFETY

HEALTH & SAFETY

Take the opportunity to remind your customers of the importance of staying safe and being smart when using the trails. Showing that you care about their well-being is important. Include these tips on your website or in your marketing leaflets:

- Know where you are going – check maps and websites, look out for any warning signs and ask about local risks.
- Check the weather just before you leave.
- Plan your route and let people know when to expect you back.
- Make sure your mobile is charged.
- Take food and water with you.
- Make sure you have the right gear. Wear good quality waterproofs and warm clothing. Take spare socks and tops, even if the weather looks good – it can change quickly. Wear shoes/boots designed for walking – the wrong footwear is bad for your feet and leads to trips and stumbles.
- Carry sunscreen – and remember that strong winds can cause sunburn too.
- Take care to prevent slips, trips or falls. Stay away from edges and overhangs and do not climb cliffs or sit under them.
- Take care when walking along roads or crossing roads and railways.
- Do not touch wildlife.
- Know how and when to get help: in an emergency call 999 or 112; if at the coast, ask for the Coastguard.
- If you fall unexpectedly into cold water, fight your instinct to thrash around or swim hard; relax and float on your back to catch your breath. Once the cold water shock has passed, call for help, find something buoyant to hold or swim for safety if you're able to.

BE ADVENTURE SMART

AdventureSmart is a national UK campaign that seeks to positively engage people with the simple information they need to stay safe and comfortable while enjoying the outdoors.

When publicising your business and activities it will be useful if you work to the AdventureSmart guidelines, ensuring that your guests and visitors stay safe.

The AdventureSmart messages are available at:

<https://www.adventuresmart.uk/key-messages>.

The site also has a business toolkit with excellent resources for you to download, free of charge:

<https://www.adventuresmart.uk/toolkit/>

TOP TIPS FOR DOG WALKERS

If you are a dog-friendly business, include advice for dog owners on your website and in your brochures. Have a look online for advice; the Ramblers offers some tips

<https://www.ramblers.org.uk/advice/safety/dog-walkers.aspx>.

Here are a few points for starters:

- Keep dogs on leads near wildlife and ground-nesting birds.
- Pick up dog poo and dispose of it responsibly.
- Do not let your dog approach people uninvited.
- Keep dogs on a lead especially when close to cliff edges or fast-flowing rivers.
- If your dog goes into the water or gets stuck in mud, don't go in after them. Move to a place the dog can get to safely and call them – they'll probably get out by themselves.
- Keep dogs on a lead when walking in areas where livestock is, or may be, present. It's a criminal offence to allow your dog to chase or attack livestock.

